CCSS Standard R7: Integrate and evaluate content presented in diverse formats and media, including visually and quantitatively, as well as in words.\*

**A project that earns a “4” demonstrates a clear understanding of the persuasive task and accomplishes it in a fresh and inventive fashion.**

* Your project clearly demonstrates one (or a combination) of the appeals (ethos, pathos or logos).
* Your project clearly demonstrates the use of color theory for your intended audience.
* Your project clearly targets a specific audience
* Your project is engaging, interesting and effective
* Your project is mechanically correct containing no spelling or usage errors

**A project earning a "3" has adequately completed the requirements of the**

**assignment, but is not as effective as a poster earning a "3."**

**A project earning a "2" has adequately completed one or more of the basic**

**requirements of the assignment, but is missing an element or an element may be unclear or poorly chosen. Any ONE of the following can cause a poster to earn a "2."**

**A project earning a "1" has failed to adequately complete the basic requirements of the assignment. It may fail to provide a clear statement of position and a valid reason supporting the position. In addition, any TWO of the following can cause a poster to earn a "1."**